



Get Your First 100

A weekly spotlight for Substack writers with **fewer than 100 subscribers.**

You Are Not Failing — You Are Just Early.

How it works

1

Drop a Link

Drop a link to an article about personal, professional, or organizational growth and leadership.*

2

Get Discovered

Every link gets read. No fee. No follow or subscriber requirement. Just your work discovered.

3

Earn the Spotlight

One article each week is featured, with the specific reason it was chosen.

What you get out of it

◆ Everyone gets exposure

Every link posted sits in a thread that readers and writers actually browse. No one leaves invisible.

◆ The weekly spotlight

One writer is featured to the full audience and gets follows, comments, and restacks that week.

◆ Readers who share your subject

The thread fills with other new Substacks writing on personal, professional, or organizational growth and leadership.

◆ Take Home a Leadership Classic

The Spotlight winner selects a leadership classic from our curated Top 10 list, and we will send it free: practical insight for their next level of leadership.

What you do in return: read a few of the other links in the thread and leave a like, a comment, or a restack. That is the whole game: early signal given, early signal received.

Find them, follow them, get found back.

Under 100 subscribers?

Drop your link. Get discovered. Earn the spotlight.



*We are looking for writing that helps people lead themselves, lead others, or understand the human side of leadership: organizational leadership, relationships, communication, decision-making, psychology, resilience, purpose, and personal growth. Personal stories, practical insights, thoughtful reflections, or research-informed ideas are all welcome.

The test: does it help people grow, relate, influence, decide, or lead?